# BEST AVAILABLE COPY

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

#### (19) World Intellectual Property Organization International Bureau



### 

(43) International Publication Date 8 May 2003 (08.05.2003)

PCT

#### (10) International Publication Number WO 2003/038560 A3

(51) International Patent Classification7:

G06F 17/60

(21) International Application Number:

PCT/US2002/034853

(22) International Filing Date: 30 October 2002 (30.10.2002)

(25) Filing Language:

(26) Publication Language:

English English

(30) Priority Data: 60/336,409

31 October 2001 (31.10.2001) 22 January 2002 (22.01.2002)

60/351,207 10/142,655

9 May 2002 (09.05.2002)

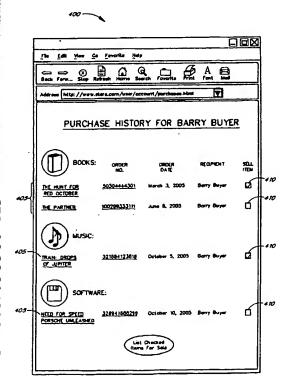
- (71) Applicant: AMAZON.COM, INC. [US/US]; 1200 12th Avenue South, Suite 1200, Seattle, WA 98144 (US).
- (72) Inventors: KOTAS, Paul; 119 Aloha Street, Seattle, WA 98109 (US). ROSEMAN, Nell, C.; 337 25th Avenue East, Seattle, WA 98112 (US). BEZOS, Jeffrey, P.; P.O. Box 81226, Seattle, WA 98108 (US). MOORE, Bruce, C.; 2929 First Avenue #1022, Seattle, WA 98121 (US).

DALZELL, Richard, L.; P.O. Box 81226, Seattle, WA 98108 (US). BLACKBURN, Jeffrey, M.; 3810 E. Mc-Givira Street, Seattle, WA 98144 (US).

- (74) Agent: ALTMAN, Daniel, E.; Knobbe, Martens, Olson & Bear, LLP, 2040 Main Street, Fourteenth Floor, Irvine, CA 92614 (US).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ (utility model), CZ, DE (utility model), DE, DK (utility model), DK, DM, DZ, EC, EE (utility model), EE, ES, FI (utility model), FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK (utility model), SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

[Continued on next page]

(54) Title: SERVICES FOR GENERATION OF ELECTRONIC MARKETPLACE LISTINGS USING PERSONAL PURCHASE HISTORIES OR OTHER INDICIA OF PRODUCT OWNERSHIP



(57) Abstract: An online marketplace system (515) provides various features for assisting users in listing products for sale, locating the listings (130) for a product, and performing related actions. A user wishing to sell a product can browse to an existing description (100, 105) of the product in an electronic catalog and then select an option (127, 325) to create a corresponding listing (130). If the user previously purchased the product via the system (515), the user may alternatively select the product (405) from a personal purchase history listing (400, 455). The system may also proactively send product-specific listing requests (455) to those predicted to own specific products. To create a listing (130) for a selected product, the user preferably specifies the product's condition (345) and a selling price (354). The pending listings (130) for a product are preferably displayed or summarized on the product's detail page (100) in the catalog. In one embodiment, the catalog also serves as a retail sales catalog of an online merchant.

#### 

European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

#### Published:

with international search report

(88) Date of publication of the International search report: 15 January 2004

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

# BEST AVAILABLE COPY

### INTERNATIONAL SEARCH REPORT

Intentional application No.
PCT/US02/34853

The second of th						
A. CLASSIFICATION OF SUBJECT MATTER						
IPC(7) :G 06 F 17/60 US CL : 706/27						
According to International Patent Classification (IPC) or to both national classification and IPC						
B. FIELDS SEAR						
Minimum documentat	tion searched (classification system followe	ed by classification symbols)				
	,,,,,,,	,				
U.S. : 705/97						
Documentation search	ned other than minimum documentation t	o the extent that such documents are i	ncluded in the fields			
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched						
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)						
APS, PROQUEST						
search terms: electronic, catalog, purchase, history, data, re-sell, sell, on-line, product, tracking						
C. DOCUMENTS CONSIDERED TO BE RELEVANT						
C. DOCUMENTS CONSIDERED TO BE RELEVANT						
Category* Citat	ion of document, with indication, where a	ppropriate, of the relevant passages	Relevant to claim No.			
E W HOC	100 OCR D1 (ODTECA) OZ Dose	mbar 2002 Entire Desument	1 24			
E, Y US 6,4	489,968 B1 (ORTEGA) 03 Dece	moer 2002, Enure Document.	1-34			
			1-34			
E, Y US 6,	US 6,473,738 B1 (GARRETT) 29 October 2002, Entire Document.					
E, Y US 6	5,466,918 B1 (SPIEGEL et al	l) 15 October 2002, Entire	1-34			
Docun	nent.					
A US 6	,298,330 B1 (GARDENSWAR	TZ, et al) 02 October 2001.	1-34			
1	Entire Document.					
Lime	Document.					
Y US 6.	US 6,266,651 B1 (WOOLSTON) 24 July 2001, cols. 6, 9, 15, 16.					
1 030,	,200,031 B1 (WOOLSTON) 24.	1-34				
		į				
		İ				
1			,			
X Further documents are listed in the continuation of Box C. See patent family annex.						
Special categories of cited documents:     Ise document published after the international filing date or priority						
phenist expeden	ng the general state of the art which is not considered	date and not in conflict with the appli	eation but cited to understand			
to be of particul		the principle or theory underlying the				
"E" earlier documen	t published on or after the international filing date	"K" document of particular relevance; the considered novel or cannot be consider				
	may throw doubts on priority claim(s) or which is	when the document is taken alma				
special reason (a	h the publication date of another citation or other as specified)	"Y" document of particular relevance; the considered to involve an inventive stop v				
	ring to an oral disclosure, use, exhibition or other	with one or more other such docume				
means	And refer to the feature strengt filling data but here	obvious to a person skilled in the art				
	"P" document published prior to the international filing date but later "&" document mamber of the same than the priority date claimed					
Date of the actual completion of the international search  Date of mailing of the international search			rch report			
06 JUNE 2003 14 OC		2003				
00 30145 2003			L000			
Name and mailing address of the ISA/US Authorized officer						
Commissioner of Patents and Trademarks  Box PCT  ANDREW JOSEPH						
Washington, D.C. 20231						
Facsimile No. (703) 505-3930 Telephone No. (703) 308-7808						

Form PCT/ISA/210 (second sheet) (July 1998)\*

# BEST AVAILABLE COPY

## INTERNATIONAL SEARCH REPORT

International application No.
PCT/US02/34853

	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
Category	Citation of document, with indication, where appropriate, of the relevant passages	recevant to claim 140
0	MELLAHI et al, Does it pay to be a first mover in e-commerce? The case of Amazon.com, Management Decision, London. 2000, page 4 of 9.	1-34
0	THOMAS, Attention, online shoppers!, New Woman, New York, September 1999, pages 2, 3 of 4.	1-34
Y	RIVERA, Second Chance // Bell Lady Makes Small Business Venture into Antiques, Tulsa World, Tulsa, Oklahoma, 17 September 1997, page 1 of 2.	1-34
	·	
		·
	*	